

PHOTOGRAPHER Sarah Mason is making a name for herself with work that combines her love of people and the natural world.

And now Sarah, who set up the hugely successful Zebra Photography in 2009, is relaunching her business under her own name and with a brand new website, sarahmasonphotography.co.uk.

The new site, which bears the slogan “Photography for Life”, is a reflection of Sarah’s natural style and passion for nature.

“I absolutely love what I do and feel so privileged to be invited into people’s lives to record some of their most precious moments,” she said.

“I see myself as a storyteller, documenting people’s lives, and I really can’t think of a more rewarding job to do.”

Much of Sarah’s photography takes place outdoors, where she is most at home.

And her seasonal portrait package, with photo shoots in Spring, Summer, Autumn and Winter, is one of her most requested services.

Sarah can also be found out and about in Hardcastle Craggs running photography workshops both for National Trust groups and on a one-to-one basis with individual clients.

As well as building her flourishing business she hopes to see more of her work being published - and a recent success was having one of her wedding shoots featured on the highly respected Brides up North website.

Sarah grew up in Grassington, North Yorkshire, but regularly visited family in Hebden Bridge and always imagined herself living in the town when she was older.

She spent 15 years in London, first as a student of English and Drama at Roehampton University and later in various creative jobs, including film manager for Wandsworth Council.

While in the capital Sarah's passion for photography, which was sparked by her Grandfather when she was a child, continued to grow and she took courses with a tutor from the prestigious Central Saint Martins College to hone her skills.

Three years ago she decided to take the plunge and move to Hebden Bridge to set up her own photography business – and has never looked back.

“I feel incredibly lucky”, she said. “I am living in a place which would be inspirational for any photographer and I am doing what I always dreamed of.”

Sarah offers bespoke portrait and wedding packages as well as a full range of commercial photography services.

For more information see her website, sarahmasonphotography.co.uk, or call her on 01422 844119.